

Message Text

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PAGE 01 RABAT 02334 220010Z
ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 SP-02 ICA-20 AID-05 NSC-05
TRSE-00 SS-15 STR-07 OMB-01 CEA-01 CIAE-00
COME-00 FRB-01 INR-10 NSAE-00 XMB-04 OPIC-06
LAB-04 SIL-01 DODE-00 PM-05 H-02 L-03 PA-02
DOE-15 SOE-02 AGRE-00 IO-14 HA-05 /149 W
-----005811 230139Z /63

R 210845Z APR 78
FM AMEMBASSY RABAT
TO SECSTATE WASHDC 5188
INFO AMCONSUL CASABLANCA
AMCONSUL TANGIER

UNCLAS RABAT 2334

JOINT EMBASSY/CONGEN CASABLANCA/CONGEN TANGIER MESSAGE

E.O. 11652: N/A
TAGS: ETRD BEXP MO
SUBJECT: SUGGESTION FOR NATIONAL EXPORT POLICY

REF: STATE 095673

1. THERE ARE NO MAJOR IMPEDIMENTS TO TRADING WITH MOROCCO.
UNLIKE MANY ARAB COUNTRIES, MOROCCO DOES NOT PARTICIPATE
IN THE SECONDARY BOYCOTT OF ISRAEL. MOROCCO'S CREDIT
STANDING AMONG INTERNATIONAL BANKING INSTITUTIONS IS GOOD.
AGAINST THIS BACKGROUND US EXPORT GROWTH IN THE MOROCCAN
MARKET COULD BE FACILITATED INTER ALIA BY:

(A) A MORE FLEXIBLE EXIM POLICY THAN HERETOFORE. WHILE
IMPROVEMENT IN THIS AREA IS ALREADY UNDERWAY, A MAJOR
HANDICAP US EXPORTERS FACE IS THE INABILITY OF THE USG TO
PROVIDE MIXED AID/EXPORT FINANCING PACKAGES FOR MAJOR
PROJECTS. IN AN INCREASINGLY TIGHT BALANCE OF PAYMENTS
SITUATION, THE GOM WILL BE ESPECIALLY SENSITIVE TO THE
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PAGE 02 RABAT 02334 220010Z

TERMS OF THE FINANCING COMPONENT OF BIDS FOR THE NUMEROUS
MAJOR PROJECTS TO BE UNDERTAKEN IN THE NEXT FEW YEARS.
COMPETITOR NATIONS, PARTICULARLY FRANCE AND SPAIN, HAVE
LONG USED MIXED AID/EXPORT FINANCE PACKAGES AS EFFECTIVE
SALES TOOLS IN THIS MARKET.

(B) US TAX REGULATIONS WHICH, AT THE VERY LEAST, DO NOT

INCREASE THE COST OF AMERICAN EXPORTS OF TURNKEY PROJECTS
IN COMPARISON TO THOSE OF MAJOR COMPETITORS. FOR EXAMPLE,
IF US COMPANIES BIDDING ON MAJOR PROJECTS IN MOROCCO
HAVE TO FACTOR IN GREATLY INCREASED TAXES ON THE AMERICAN
WORKERS THEY WOULD PLAN TO BRING IN COUNTRY, CHANCES
ARE THE BID WILL BE LOST TO THE FRENCH OR OTHERS.

(C) ADVISING (AND PERHAPS SOMEHOW HELPING) US EXPORTERS
TO SUIT THEMSELVES BETTER TO THE MOROCCAN MARKET PLACE.
THIS MEANS DEALING IN FRENCH AND USING THE METRIC
SYSTEM; IT ALSO MEANS GIVING EXTRA TIME AND ATTENTION
TO PERSONAL CONTACTS AND PERSONAL VISITS.

2. MOROCCAN POSTS FIND THAT APRIL 19 BUSINESS WEEK
ARTICLE "THE RELUCTANT EXPORTER" POINTS OUT THE MOST
IMPORTANT PROBLEM: COMPETING US POLICY OBJECTIVES
(HUMAN RIGHTS, CORPORATE HONESTY) ARE CURRENTLY ACCORDED
HIGHER PRIORITY THAN EXPORTS. ANDERSON

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